

**Visioning Advisory Committee (VAC) Minutes  
City of Beaverton  
March 4, 2009**

**Members Present:**

Jennifer Browning	Jaann Hoisington
Rhonda Coakley	Kevin Hoover
Felix D'Silva	Jeff Lancaster
Mike Ewing	Melissa Meyer
Mark Fagin	Penny Neil
Jolene Guptill	Rick Yates

**Excused Absences:** Jerry Jones, Christine Lau

**Project Team:** Holly Thompson and Erin Gordenier, City of Beaverton; Jason Robertson, Barney & Worth

**Guests:** Marc San Soucie, Beaverton City Councilor

**Meeting called to order by Holly Thompson at 7:00 PM.**

**1. Welcome** (Thompson)

Introduction and welcome to VAC. Everyone introduced themselves, saying how long they had lived in Beaverton and why they wanted to join the VAC.

**2. Work to Date** (Thompson)

**Background:**

Holly Thompson gave a brief history of the visioning process to date and reviewed the five themes. The gap between April 2008 and now was largely due to the mayoral election and the urban renewal charter amendment, during which city staff gave presentations on urban renewal and talked about visioning to various community groups. Also, preparations were made for this committee to begin its work, including the formation of an ordinance, bylaws, and the selection of Jason Robertson from Barney & Worth for professional consultation.

**Roles:**

The VAC will be champions, cheerleaders, architects, representatives-at-large of citizens, here to make sure this is a citizen-based process. The VAC is responsible for preparing an action plan for City Council review and approval.

City staff (Holly Thompson, Erin Gordenier and Lonnie Dicus) serve as liaisons between City, VAC, and project partners. Staff will serve as a resource for VAC members, and will handle logistics and marketing/events. Robertson has been retained as the City's visioning expert, here to help design the process, with a knowledge of best practices in the field. He will serve as a facilitator and trainer to get us to the implementation stage. He has worked in other communities on visioning including Grays Harbor, Cottage Grove, City of Hillsboro, and others.

Together, these staff resources and consultant Robertson constitute the "Project Team", responsible for all advance planning and project logistics.

Councilor Cathy Stanton will serve as the Beaverton City Council liaison. Councilor Marc San Soucie said he was supportive of the visioning effort and would also try to attend VAC meetings as time allows.

**Elections:**

Committee members agreed to hold elections at the April meeting. Members interested in serving as Chair or Vice-Chair will be invited to submit their names at that time. Chair and Vice-Chair roles and responsibilities are summarized in the VAC bylaws.

**Amendment:**

The VAC agreed to discuss amending bylaws to add alternate member at its April meeting.

**Questions So Far:**

Rhonda Coakley commented that Chapter 20 (revision of city codes) is part of this process. Thompson agreed the VAC would address overlap with this and other parallel initiatives in subsequent meetings.

**3. Work Ahead (Robertson)**

**Work Plan Outline:**

Robertson presented a proposed work plan built around several core components, including:

- I. Start-Up (February-March 2009):* Brand, work plan, council go-ahead
- II. Outreach (April-June 2009):* Speakers bureau; preliminary strategy/action sort; action team orientation; informational newsletter; presence at community events.
- III. Action Teams (July-September 2009):* Five teams (based on five themes) will meet separately, ideas will come back to Robertson/VAC for review and further refinement as appropriate; Survey all households to determine priorities.
- IV. Public Review (October-December 2009):* Survey analysis; preliminary outreach to implementation lead partners; community forums; VAC structure update to include major implementation partners.
- V. Action Program/Partner Building (Jan-April 2010):* Final report; council adoption;, implementation of action plan.

**Action Teams:**

A draft worksheet of a proposed action team structure was distributed for VAC review. Preliminary ideas on who should be involved in each action team were discussed, based on the goal of ensuring representation from a broad array of interests and organizations. Committee members were encouraged to share other ideas.

Robertson said action teams will meet once a month (at least) for two to three months. The project team will try to have action teams convene on regularly-scheduled VAC meeting dates, with VAC meetings suspended during the months of July and August.

#### **4. Speakers Bureau Planning (Robertson)**

Robertson said the Project Team was in the process of developing a Speakers Bureau program that would involve VAC members making various presentations to community groups throughout Beaverton. He said this would be helpful in reaching new audiences and reconnecting with the community given the gap between earlier outreach and the current action planning phase. The Project Team will provide an orientation at April VAC meeting.

VAC members identified a preliminary list of 34 organizations to contact regarding a potential presentation. Erin Gordenier will coordinate between organizations and VAC speakers to arrange presentations.

#### **5. VAC Logistics (Thompson/Gordenier)**

##### **Contacts:**

Members confirmed their personal contact information for VAC business.

##### **Meeting Times:**

The VAC voted on whether a 6:00 or 6:30 start time would be better than 7:00. The majority of the committee preferred to keep meeting at 7:00 PM.

##### **April Council Work Session:**

An upcoming City Council work session on visioning was announced for April 20 (note that the date/time has changed to **April 6 at 5:30 PM**). The City Council will discuss the visioning process, work plan, and action team concept. VAC members may attend as interested, but are not required.

##### **Action Teams Sign-Up:**

VAC members submitted preference sheets for action teams, ranking 1-5. Staff will use rankings to assign VAC members to action teams.

##### **Questions/Comments:**

A VAC member requested that staff send an Outlook calendar invitation to all members for VAC meetings. Members requested maps of Beaverton for committee binders, including city limits, NACs, and information on city demographics.

##### **Homework:**

Jason announced “homework” for VAC members for April meeting, including:

1. More speakers bureau ideas;
2. Think about final product;
3. Thoughts on work plan.

#### **6. VAC Announcements:** None

#### **7. Public Comment:** None

**Meeting adjourned at 9:03 PM.**

**Next Meeting:** Wednesday, April 1, 7 PM, 2<sup>nd</sup> floor conference room, City Hall.

Minutes to be reviewed and approved at April VAC meeting. (Minutes approved by VAC 4/1/09.)